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The Reward of Good Seed



P roductiveness
E xcellent Product
D ecreased Risk
I deal Uniformity
G reater Yield
R ealized Profit
E xceptional Quality
E nsured Income
D ownright Satisfaction

Fall and
Winter
1924-1925



COKER'S PEDIGREAED SEED CO.

HARTSVILLE

David R. Coker, Pres't

SOUTH CAROLINA



Coker's Pedigreed Fulghum Oats

Strain No. 3

Season—Very early.

Heads—Long, short branched, compact,

Grains—Very large, plump, well filled, weighing 38 to 39 lbs. per settled struck bushel.

Straw—Very stiff.

Yield—Better than any other Southern variety of which we know.

Plant—Erect, medium height, leaves broad, good stooling qualities.

PRICES: Coker's Pedigreed Flughum Oats—Strain No. 3, per bushel \$3.00; 20 bushels and above, \$2.85 per bushel, f.o.b. Hartsville, S. C.

PEDIGREE

In our 1918 plant-to-row of this variety, the yields of the individual selections ranged from 55.9 for the lowest to 89.7 bushels per acre for the highest. From this highest yielding plant our Strain 3 is descended. A glance at the following four-year yield record in variety test will convince any one that Strain No. 3 is a progeny of a very superior pure line and that "Blood Will Tell."

Table Showing Comparative Yields of General and Pedigreed Strains of Oats.

| Variety Name | Yields in Bushels per Acre in Variety Test | | | | Average Yield in Bushels per Acre |
|-------------------------------|--|-------|-------|-------|---|
| | 1918 | 1919 | 1921 | 1923 | |
| Fulghum General | 50.00 | 57.20 | 54.50 | 43.60 | 51.33 |
| Fulghum 46—(Strain 2) | 59.40 | 53.80 | 67.90 | 46.00 | 56.78 |
| Fulghum 74—(Strain 3) | 89.70 | 49.20 | 69.67 | 47.40 | 63.99 |
| Appler General..... | 42.70 | 53.50 | 48.85 | 38.30 | 45.84 |
| Coker's Pedigreed Appler..... | 53.70 | 58.70 | 56.44 | 49.20 | 54.51 |
| 100 Bushel | 42.90 | 57.90 | 52.38 | 39.20 | 48.10 |

1920—Test ruined by winter killing.

1922—The test was so badly damaged by mildew and lodging that no yield record could be obtained.

1924—Test ruined by winter killing.

Most Dollars Per Acre

Total yield per acre counts. It is the standard by which the value of any crop is measured. The greater the yield, the greater the value in dollars. In the above tabulation the four-year average yield of Fulghum Strain No. 3 is 63.99 bushels per acre, whereas the average for Improved Fulghum is 51.33, a difference of 12.66 bushels per acre in favor of Fulghum Strain No. 3. Likewise it outyielded General Appler 18.15 bushels per acre, with 15.89 bushels more per acre than the 100 bushel variety and 9.48 bushels per acre more than our best Pedigreed Red Appler.

We make the statement frankly and unhesitatingly that in the development of this oat we have accomplished far more than we ourselves had hoped for. It is our opinion that this is the most valuable oat ever produced for Southern conditions.

Our trade mark stands for the nearest approach to perfection that can be attained in seed quality.





Coker's Pedigreed Abruzzi Rye--Strain No. 4

Coker's Pedigreed Abruzzi is a Thoroughly Established Excellent Rye. Generally Recognized as the Peer of Ryes Planted in the South. The Standard for all Southern Sections.

DESCRIPTION

PLANT—Strong, vigorous, rapid growing.

SEASON—Earlier maturity than other varieties.

GRAIN—Large, heavy, plump and of good type. Weight 58 to 60 pounds per settled struck bushel.

PRICES: Coker's Pedigreed Abruzzi Rye—Strain No. 4, per bushel, \$5.00; ten bushels and above, \$4.80 per bushel; one-half bushel \$2.60; peck \$1.40. Prices f.o.b. Hartsville, S. C.

HISTORY

It was through the labors and activities of this Company that the commercial introduction of this **superior Rye** was accomplished. The efforts of the United States Department of Agriculture to introduce this Rye in 1906 (originally from Italy) for some reason failed to attract attention. From 1909 to 1913 we offered seed improved from mass selection and in the fall of 1913 offered our first pedigree strain. Since that time its **popularity has increased rapidly** until to-

day it is almost the only Rye planted in the eastern cotton belt and is generally recognized to be the best variety grown anywhere in the South.

So far as we have been able to learn, practically all seed of this **excellent variety** now planted in the South are descended from the strains introduced by us. We have regularly continued our pedigree breeding and have sent out several new and more highly improved strains.

STRAIN NO. 4—OUR LATEST AND BEST

Strain No. 4 is two generations from our selection No. 3 of Abruzzi and is the **best strain** we have yet bred. In 1920 in second year increase block, planted on very light sandy soil, it produced at the rate of **25.14 bu. per acre** net and its five-year average production in plant-to-row

variety and increase is **36.15 bu. per acre**. The plants are erect in type of growth, stool profusely and mature earlier than any ryes we have had in tests. The early maturity of **Strain No. 4**, together with its rust resistance, render it almost immune to rust injury.

TESTED, RECLEANED AND GRADED



Our seed are carefully tested for germination and purity and are also carefully recleaned and graded. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and purity of that particular lot of seed. Our trade mark is your protection. It speaks for itself.



Pedigreed Coker--Cleveland Strain No. 4

Staple— $\frac{7}{8}$ " to 1". Percent Lint—38.

Size of Boll—60 to 63 to pound.

Picking Quality—The best.

Type—Spreading, flat-topped, and very prolific.

A new short staple strain of Cleveland Big Boll cotton that with us is more productive than any short staple cotton that it has been tested against. It has been bred especially for high yield, vigor, lint percent, uniformity and strength.

This new strain is descended from a strikingly productive plant-to-row of Cleveland. In the original test it produced at the rate of 2379 pounds of seed cotton that ginned 38.35 percent lint, producing 912 pounds of lint per acre net. In a variety test in 1921 it far surpassed all other strains of Cleveland and produced more

lint cotton per acre than any other variety or strain in the test. This test included eighty-two varieties and strains of the best long and short cottons. The past year in a test that included ninety-three varieties and strains of both long and short cottons it produced 2334 pounds of seed cotton per acre, ranking third in total seed cotton produced, being led only by our Delta-type strain No. 3 and a still newer selection of our Cleveland, seed of which will be offered next year.

In 1923 we had only a ten-acre field planted in this strain. It produced $11\frac{1}{3}$ five hundred pound bales.

To the many growers of Cleveland cotton throughout the cotton belt we recommend this striking new strain, believing it to be the highest producing short staple cotton ever offered.

PRICES: Per bushel, \$3.55; ton lots, \$3.45 per bushel; 15 ton lots, \$3.35 per bushel. Per bag (100 Lbs.), \$11.83; ton lots, \$11.50 per bag; 15 ton lots, \$11.00 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

Pedigreed Coker-Cleveland Strain No. 3

Staple—15-16" to $1\frac{1}{6}$ ". Season—Early.

Boll Size—Large, 64 to 69 to Lb.

Picking Quality—The best.

Type of Plant—Medium, open, spreading, flat top.

Lint Percent—37 to 39.

This strain of Cleveland is a great improvement over any previous strain of Cleveland we have had in tests. It is a sixteenth inch longer than the parent strain, a week earlier and is more open in type. In our increase block in 1921 it was by far the most striking of any. The plants were low spreading in type and set a splendid crop in spite of heavy infestation of boll weevil.

It produced on this plot 1580 pounds of seed cotton per acre or at the rate of 613 pounds of lint.

In 1922 when this county made only one-fourth of a crop we had 14 acres planted in Strain No. 3. It was on average soil and surrounded by woods and with the very rainy season it was impossible to control the weevils during the latter part of the season. The 14 acres produced 12 bales, averaging 515 pounds each. Last year some crops yielded $1\frac{1}{4}$ bales per acre. This strain is making good yields with heavy weevil infestation and a wet season this year. We sold our entire production of these seed last year at \$4.70 to \$5.00 per bushel.

PRICES: Per bushel, \$2.25; ton lots, \$2.15 per bushel; 15 ton lots, \$2.00 per bushel. Per bag (100 Lbs.) \$7.50; ton lots, \$7.17 per bag; 15 ton lots, \$6.67 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



Coker's Pedigreed 1 1/8" Cleveland

Percent Lint—37 to 37. **Staple—1 1/8".**

Size of Boll—58 to 60 to pound. **Opens wide, fluffs nicely, yet storm resistant.**

Picking Quality—The best.

Type of Plant—Flat top, spreading, medium open, very prolific.

Season—Medium early, quick fruiting.

A distinctly new variety of Cleveland Big Boll with 1 1/8" staple that has all the good qualities of the parent, namely, high yield, high percent lint and wide adaptability, and in addition has a larger boll, matures earlier, is more storm resistant, and has 1 1/8" staple.

This new strain of Cleveland is descended from a beautiful, flat-topped, spreading, open growing row in our 1921 plant-to-row of Cleveland, which stapled a uniform 1 1/8" staple. In the test were planted 154 of the very best Cleveland selections that could be gotten from breeding patches, increase plots and general pedigree fields. The parent row of Coker's 1 1/8" Cleveland produced in this test 1,725.36 pounds of seed cotton per acre. In the entire test it ranked second in yield. Some of the other apparently good rows in this same test produced less than 1,100 pounds of seed cotton per acre.

We at once appreciated the wonderful value of this row, seeing what its increase and general distribution could mean to the farmers and spinners of the United States. In 1922 from this one pedigree row we planted five acres, in checks 3'x 4', planting by hand 2 to 4 seed to the hill. As many growers doubtless remember, the spring of 1922 was unusually bad to get stands. Consequently, we had a very poor stand.

The increase block was equally as striking as the parent row and was very favorably commented upon by all who saw it. Many wanted

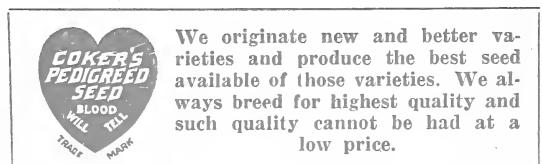
PRICES: Per bushel, \$3.55; ton lots, \$3.30 per bushel; 15 ton lots, \$3.00 per bushel. Per bag (100 Lbs.), \$11.83; ton lots, \$11.00 per bag; 15 ton lots, \$10.00 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tennessee.

to place orders at once for seed. Planted as it was in hills 3'x 4' each plant had abundant room to express its individuality. Every plant in the entire plot was carefully examined for staple length and all above and below 1 1/8" were discarded.

This five-acre plot produced 5,281 pounds of seed cotton that ginned four bales averaging over 500 pounds per bale. In a variety test of 1 1/8" cotton on light soil in 1922 it produced 1,293 pounds seed cotton per acre and in 1923 on good Norfolk sandy loam soil 2,200 pounds seed cotton per acre. Of the different Cleveland cottons included in this test it stood below only our Strain No. 4 and one of our new 1 1/8" Clevelands—seed of which will be offered in 1926.

It is as dependable as the best short staple Cleveland. The seed are unusually vital, the plants grow off vigorously and produce a crop even under very adverse conditions. These, together with the high lint yield and 1 1/8" staple, make it a good and safe variety to plant any and every year.

This cotton varies somewhat in boll size and shape, also somewhat in staple length, but it is an unusually striking and productive cotton of full 1 1/8" average staple and excellent character. It is as long as and will out-yield some of the widely advertised cottons which are said to produce 1 3/16" staple and besides the character of the lint is better, the bolls are large, the percent of lint higher and it has the adaptability and reasonable certainty of yield possessed by all four strains of the Cleveland variety. We consider this a wonderfully valuable cotton.





Coker's Pedigreed 1 $\frac{1}{16}$ " Cleveland

Staple—Full 1 $\frac{1}{16}$ ". **Size of Boll**—68 to Lb.

Percent Lint—Net 35.5 to 36.4 or 37.3,
including bagging and ties.

Season—Very early. Crop sets rapidly.

Picking Quality—The best.

Type—Small, short fruiting branches,
fruit closely set, very prolific.

Another distinctly new variety of Cleveland having full 1 $\frac{1}{16}$ " staple, high percent of lint, small weed, very early maturity and striking productivity.

This new Cleveland is descended from a strikingly early 1 $\frac{1}{16}$ " row in our 1921 plant-to-row. It is a selection two generations back from our Cleveland Strain No. 2. This new 1 $\frac{1}{16}$ " Cleveland does well on all of our soil types. Due to the small stalk and early maturity it does better on heavy soils than any of the other Clevelands. It also stands narrower rows and closer spacing than the other strains.

In 1922 in a variety test on very light soil it produced at the rate of 1299 pounds of seed cotton

per acre or a bale weighing 495 pounds. In a variety test in 1923 on good Norfolk sandy loam soil it produced 2106.1 pounds of seed cotton per acre.

We are often fooled when judging the yield of our Cleveland cottons by the eye, usually underestimating the yield in the field. This new 1 $\frac{1}{16}$ " Cleveland is a particularly deceptive strain. The past year we had a seventeen-acre increase field in this cotton on which the stands were poor, there being many long gaps. The plants were small in size, but were loaded with fruit. All who saw this field were much interested in the outcome and there are many estimates of the yield. These estimates varied from one-half to one bale per acre. We couldn't possibly see more than 1000 pounds of seed cotton per acre. To our surprise this seventeen-acre field actually produced 29,316 pounds of seed cotton and 10,396 pounds of lint or 20 4-5 five hundred pound bales. Thirteen of these bales were sold on the 27th of last November for 36 $\frac{1}{4}$ cents per pound.

PRICES: Per bushel, \$3.55; ton lots, \$3.35 per bushel; 15 ton lots, \$3.15 per bushel. Per bag (100 Lbs.), \$11.83; ton lots, \$11.17 per bag; 15 ton lots, \$10.50 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

Coker's Pedigreed Dixie Strain No. 3

Staple—1 $\frac{1}{16}$ " to 1 $\frac{1}{8}$ ". **Opening**—Good.

Percent Lint—36 to 37.

Boll Size—60 to 65 to pound.

Boll Shape—Round.

Disease—WILT RESISTANT.

Picking Quality—The best.

Storm Resistance—Excellent.

A new strain of our Dixie Wilt Resistant that is earlier and more productive than the parent, with large, round bolls, a high lint percent and a full 1 $\frac{1}{16}$ " to 1 $\frac{1}{8}$ " staple that is of the best character. The plants are low and spreading in type

and the bolls are thickly set near the ground. It is descended from the most striking row in our 1921 plant-to-row test of Dixie. It is making excellent yields both in increase fields and in variety tests. In 1923 we had only a fifteen-acre field of this strain that was grown for us on wilt land by Mr. B. W. Segars, Oswego, S. C., (where a large part of our wilt breeding work has been done). On this field Mr. Segars produced fifteen bales averaging over five hundred pounds. In our variety test in Hartsville 1923 it produced 2015.5 pounds of seed cotton per acre.

PRICES: Per bushel, \$2.50; ton lots, \$2.40 per bushel; 15 ton lots, \$2.25 per bushel. Per bag (100 Lbs.), \$8.33; ton lots, \$8.00 per bag; 15 ton lots, \$7.50 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



Coker's Pedigreed Lightning Express

Strain No. 4

Staple— $1\frac{3}{16}$ " to $1\frac{1}{4}$ ". Season—Earliest.

Percent Lint—31 to 33.

Character—Excellent.

Boll Size—70 to 75 per pound.

Picking Quality—Excellent.

Storm Resistance—Good.

Plant Type—Very erect, open.

Foliage—Very light, sun reaches every boll.

In Lightning Express Strain No. 4 we have to offer to our customers a new and striking strain of Lightning that in our tests is the EARLIEST of all cottons. It has the WIDEST range of adaptability of any cotton that we know of. It is doing especially well at both the extreme northern and southern limits of the belt. With Lightning Express these limits can and are being extended. It is of an especially desirable type, being very open, with extremely THIN FOLIAGE. It should be spaced very close in the drill. Bolls open nicely, fluff and pick easily, yet are storm resistant. It produces a full $1\frac{3}{16}$ " to $1\frac{1}{4}$ " staple, extremely strong, uniform and of best character. The first bales being

ginned this fall (1924) are averaging 32.3 percent based on total seed cotton and bale weight.

It is very prolific, leading all varieties in total pounds of seed cotton in our extensive 1922 cotton variety test. Not only is it extremely prolific, but it sets and matures a crop quicker than any variety we have tested. It will come nearer producing a full crop before weevil migration begins than any cotton when planted at usual dates. When planted late it will also come nearer making a full crop. An acre planted on the 10th of May, 1923, produced 1,734 pounds of seed cotton per acre. Another acre planted on the 20th of May produced 1,238 pounds. Both acres were very light sandy soil.

WILT RESISTANCE

Those who have planted our previous strains of Lightning Express on wilt land know that they show considerable resistance. Lightning Express Strain No. 4 with us has shown more resistance in wilt tests than any of the other strains. We especially recommend this strain for Florida, South Carolina, Illinois, Virginia, and other far southern and far northern parts of the belt.

PRICES: Per bushel, \$4.00; ton lots, \$3.90 per bushel; 15 ton lots, \$3.75 per bushel. Per bag (100 Lbs.), \$13.33; ton lots, \$13.00 per bag; 15 ton lots, \$12.50 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

Coker's Pedigreed Lightning Express

Strain No. 3

Lightning Express Strain No. 3 is more prolific than any previous strain, has a smaller stalk, a 2% higher lint yield and is earlier—according to all records is one of the earliest of all cottons, either short or long, Strain No. 4 being a little earlier. The seeds are small, come up quickly, the plants are vigorous, grow off quickly, set an early crop which matures rapidly. The foliage is thin, and the sun can reach each boll, so that even with a very wet August, the loss from rot is negligible. These qualities, coupled with its high yielding ability a high percent of lint, and

a fair degree of wilt resistance, makes this new cotton a valuable variety to any grower, but especially valuable to growers with stiff, damp, cold or slow land, and to the growers near the northern limit of the cotton belt. Likewise it will be valuable to those growers who for any reason are prevented from planting until very late.

This cotton seems well adapted to the southern margin of the cotton belt, as well as the northern. It is making a phenomenal yield at Madison, Florida, this year.

PRICES: Per bushel, \$3.00; ton lots, \$2.90 per bushel; 15 ton lots, \$2.75 per bushel. Per bag (100 Lbs.), \$10.00; ton lots, \$9.67 per bag; 15 ton lots, \$9.17 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



Coker's Pedigreed Lightning Express Strain No. 2

Staple— $1\frac{3}{16}$ " to $1\frac{1}{4}$ ". Season—Very early.

Percent of Lint—30.75

Size of Boll—69 to 73 to pound.

Type of Plant—Open.

Picking Quality—The Best.

Lightning Express Strain 2 retains all the desirable qualities of Strain 1, yet is more uniform in

type, has smaller weed, closer fruiting habits and a better yield record. It has open foliage, the best of picking qualities and is one of the earliest of all the staple varieties. Its earliness makes it exceptionally valuable for planting under boll weevil conditions, for which it is particularly recommended, and along the northern margin of the belt.

PRICES: Per bushel, \$2.00; ton lots, \$1.90 per bushel; 15 ton lots, \$1.75 per bushel. Per bag (100 Lbs.), \$6.67; ton lots, \$6.33 per bag; 15 ton lots, \$5.83 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

Coker's Pedigreed Hartsville No. 19

Staple— $1\frac{1}{4}$ " to $1\frac{5}{16}$ ". Season—Early.

Percent Lint—32.2 to 33.3.

Character—The Best.

Boll Size—Large, 55 to 58 to pound.

Boll Shape—Round, opens wide, fluffs.

Picking Quality—The Best.

Storm Resistance—Excellent.

Resistance to Weather Stain—Excellent.

Type—Open, flat top, uniform, striking.

We are pleased to offer to our customers this year a new strain of our famous Hartsville variety that we designate Hartsville No. 19. The 19 signifies that nineteen years of continuous pedigree breeding are behind it. Our President's first years in the field of plant breeding were devoted to the development of the Hartsville long staple cottons which he bred from the Jones Big Boll, a good short staple variety. He made a notable success

with these cottons and during the past 22 years he has bred and introduced Hartsville Nos. 5, 7, 9, 11, 12, 14, 16 and this year Strain No. 19, each new strain better than the preceding.

Prior to the advent of the boll weevil no cottons produced better money crops than our Hartsville Nos. 11, 12 and 14. These cottons, however, required a long season to develop, hence under weevil conditions could not compete with the earlier long staple varieties, such as our Deltatype Webber.

We foresaw this condition and our plant breeders began breeding especially for earliness. Our Hartsville No. 16 which was descended from an early plant selected in 1917 proved to be earlier and a heavier producer under weevil conditions than any of the previous strains.

Our Hartsville No. 19 is descended from our Hartsville 16, but surpasses it in yield, earliness, storm resistance and character of fiber. The following table taken from our variety test records shows the real advance that has been made by No. 19 over Hartsville No. 16.

| | 1922 | | 1923 | |
|-------------------------------|-----------------------------------|------------------------------------|-----------------------------------|------------------------------------|
| | Pounds Seed Cotton per Acre | Value Seed and Lint per Acre | Pounds Seed Cotton per Acre | Value Seed and Lint per Acre |
| Hartsville 19 | 1646 | \$215.33 | 2215 | \$289.09 |
| Hartsville 16 | 1150 | 136.12 | 1878 | 233.57 |
| In favor of Hartsville 19.... | 496 | \$ 79.21 | 337 | \$ 55.52 |

In 1922, our worst weevil year, an increase plot of this cotton on average Portsmouth sandy loam soil produced 1238 pounds of seed cotton per acre or a bale weighing 423 pounds. This cotton was only mopped

six times with a 1-1-1 mixture of calcium arsenate, water and molasses. In 1923 we had only a fourteen-acre field planted in Hartsville 19. This field produced fourteen bales averaging 520 pounds per bale.

PRICES: Per bushel, \$5.00; ton lots, \$4.85 per bushel; 15 ton lots, \$4.70 per bushel. Per bag (100 Lbs.), \$16.67; ton lots, \$16.17 per bag; 15 ton lots, \$15.67 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



Coker's Pedigreed Deltatype Webber Strain No. 3

Staple— $1\frac{5}{16}$ " to $1\frac{3}{8}$ ". Season—Early.

Lint Percent—31.9 to 33.3.

Boll Size—Very large, 59 to 62 to pound.

Hull—Thick, fibrous, hardens quickly and offers much resistance to Boll Weevil puncture.

Picking Quality—Very Good.

Storm Resistance—Excellent.

Money Value—Highest.

Type of Plant—Very erect, medium, open, very vigorous and prolific.

That "Blood Will Tell" is strikingly shown by the wonderful performance of our Deltatype Webber Strain No. 3. A selection from our famous Deltatype Webber Strain No. 2, it has even in a more marked degree the many desirable qualities of the parent, namely, high yield, staple length, uniformity, strength, character, percent lint, large boll, good picking quality, storm resistance and resistance to weevil.

This performance record shows it to be the best long staple cotton ever bred. Compare its record in our 1923 variety test with that made in the same test by some of the other generally planted staple cottons.

| | Lbs. Seed Cotton Per Acre | Value of Seed and Lint per Acre |
|-------------------------------------|------------------------------|------------------------------------|
| Delfos 6102 | 2182.3 | 257.16 |
| Deltatype Webber Strain No. 3 | 2356.3 | 312.61 |
| Express 433 | 2004.6 | 235.64 |
| Express 282 | 2037.3 | 261.99 |
| Delfos 631 | 2033.6 | 253.16 |
| Sunpress | 2026.4 | 237.89 |
| Durango | 1678.4 | 220.49 |

PRICES: Per bushel, \$6.00; ton lots, \$5.85 per bushel; 15 ton lots, \$5.70 per bushel. Per bag (100 Lbs.) \$20.00; ton lots, \$19.50 per bag; 15 ton lots, \$19.00 per bag f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

Coker's Pedigreed Deltatype Webber Strain No. 2

Staple— $1\frac{5}{16}$ " to $1\frac{3}{8}$ ".

Percent Lint— $31\frac{1}{2}$ to $33\frac{1}{3}$.

Boll Size—Large, 60 to 65 to pound.

Hull—Thick, fibrous, offers much resistance to boll weevil puncture.

Picking Quality—Very Good.

Season—Early.

Type—Erect, very prolific, medium open.

Money Value—Highest.

Next to our Deltatype Webber Strain 3 our Deltatype Webber Strain No. 2 (bred by us and introduced first

in spring 1924) is, we believe the best staple cotton ever bred, judging by its continuous performance both in tests and in increase yields.

In an extensive variety test in 1923 the adjoining check rows of Deltatype Webber Strain No. 2 produced not only more seed cotton per acre than Wannamaker-Cleveland, Delfos 6102, 631, Mexican Big Boll, Lone Star, King, Acala, Durango, Columbia and many others but produced a far greater profit per acre. In a test at Merigold, Miss., 1923 conducted by Mr. W. B. Parks, Deltatype Webber Strain No. 2 led all varieties in yield producing 488 pounds of seed cotton per acre more than Delfos 6102 and 504 pounds more than Wannamaker-Cleveland.

| | Seed Cotton Per Acre | Baled Lint Per Acre |
|---------------------------------------|----------------------|---------------------|
| 1920 Plant-to-Row Yield..... | 1869 Lbs. | 611 Lbs. |
| 1921 Variety Test..... | 1573 Lbs. | 535 Lbs. |
| 1922 Variety Test..... | 1587 Lbs. | 516 Lbs. |
| 1923 Variety Test—188 Check Rows..... | 2111.6 Lbs. | 705 Lbs. |

PRICES: Per bushel, \$4.00; ton lots, \$3.90 per bushel; 15 ton lots, \$3.75 per bushel. Per bag (100 Lbs.), \$13.33; ton lots, \$13.00 per bag; 15 ton lots, \$12.50 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



Coker's Pedigreed Deltatype Webber

Strain No. 1

Deltatype Webber is, we believe, the most superior staple cotton we have thus far introduced. It is the culmination of years of scientific breeding and we believe it to be the most prolific and profitable cotton of its length ever produced. This year and every year that staples sell at normal premiums, it will put more money into the farmer's pocket than any other variety.

Strain No. 1 produces a plant of moderate size,

with several basal branches of erect type. Bolls large, averaging 60 to 65 to pound, elongated, ovate, pointed, 4 to 5 locked, easily picked. Fine, silky, strong lint, and under good conditions $1\frac{3}{8}$ " long. Lint percentage averages 31 to $33\frac{1}{3}$. Deltatype Webber is later than Lightning Express, but it ranks as an early cotton. It stands up well under boll weevil conditions, its bolls reaching the puncture proof stage at a very early stage.

PRICES: Per bushel, \$2.80; ton lots, \$2.70 per bushel; 15 ton lots, \$2.60 per bushel. Per bag (100 Lbs.), \$9.33; ton lots, \$9.00 per bag; 15 ton lots, \$8.67 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

Coker's Pedigreed Webber 49

Strain No. 6

Staple— $1\frac{5}{6}$ " to $1\frac{3}{8}$ ". Season—Early.
Percent Lint—32.7 (5 year average).
Size Boll—65 to pound.
Picking Quality—Good.

This new strain is the best ever bred from our now deservedly famous Webber 49 cotton. It is descended from the best progeny in our 1918 plant-to-row test of this variety and has shown continued superiority over the parent and other strains of this cotton.

Description

Bolls large, round ovate, 65 to pound. It opens wide and picks easily. Lint under good conditions $1\frac{5}{6}$ " to $1\frac{3}{8}$ ". Season is earliest of any

of the Webber cottons. Young plants are vigorous, make a good start and hold it through the season. Mature plants are low, spreading in type, flat topped and the smallest of any of the Webber 49 series. This is a most excellent cotton to plant under boll weevil conditions as it is productive, early and quick maturing. The fibre is long, silky and uniform, with a good percent of lint. The bolls, as is true with other Webber cottons, show some resistance to boll weevil puncture as the hull is very thick, hardens up quickly, and is very tough and woody.

The Red Heart is your insurance that the seed which it accompanies is sound, pure, and of the best quality. Just look for the Red Heart. "Blood Will Tell."



PRICES: Per bushel, \$2.50; ton lots, \$2.40 per bushel; 15 ton lots, \$2.25 per bushel. Per bag (100 Lbs.), \$8.33; ton lots, \$8.00 per bag; 15 ton lots \$7.50 per bag, f.o.b. Hartsville, S. C., Jackson, Miss., or Memphis, Tennessee.



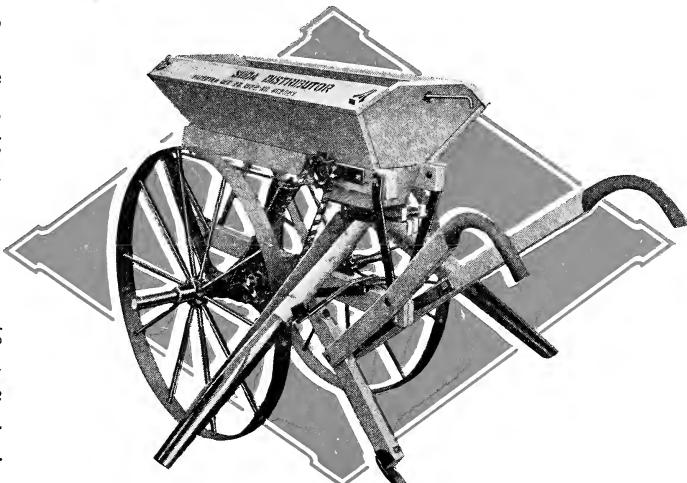
Coker's Nitrate of Soda and Fertilizer Distributor For Side Applications

Since the beginning of the extensive use of Soda the problems of pulverizing and distribution have been a burden to the farmer. The old laborious hand method leaves a heavy quantity here—not enough there—which often results in spotted and ugly rows. One plant is frequently damaged while its neighbor starves. Large lumps—hand broken—are seldom reduced to an eco-

nomical size; thus much of the material goes to waste and is never used by the plant. Coker's Soda Distributor overcomes both the problems of thorough pulverization and even distribution in one operation. It completely grinds the Soda into small particles and evenly distributes the proper ration of fertilizer in the row.

Saves Labor, Time and Money

An exceptionally light and durable machine is Coker's Soda Distributor, perfected for the purpose of grinding and distributing Nitrate of Soda and other fertilizers at one operation quickly. The thoroughly pulverized material is evenly distributed through two down spouts in two rows simultaneously. In eliminating the present unsatisfactory, slow and expensive hand method, this machine will pay for itself in a single season's use to say nothing of it tremendous saving in time and labor.



Descriptive Features

Exceptionally light draft—drawn by one mule, easily covers 15 to 16 acres per day. Thoroughly grinds and evenly distributes 50 to 150 pounds of Soda per acre, and as high as 600 pounds of ground fertilizer per acre—covering either one or two rows at each trip. Down spouts and wheels readily adjustable to width of rows—placing the fertilizer just where it is wanted. Handy shut-off keys quickly operated

—preventing waste when turning at end of rows. Grinding chamber a perfected feature and feed regulators accurate—insuring thorough distribution at low cost. Ample hopper capacity of 150 pounds of Soda—making frequent refilling unnecessary. This is an exceptionally well built machine—capable of long wear. Used for row distribution in the side applications of fertilizers.

PRICE:—\$30.00 Each, f.o.b. Hartsville, S. C.



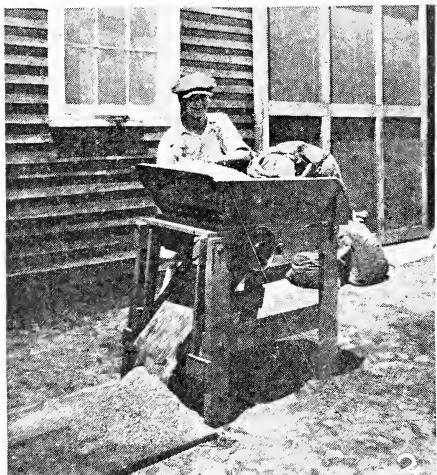
Coker's Nitrate of Soda Grinders

In the preparation of Nitrate of Soda, particularly for general broadcasting or mixing with other fertilizers, it is essential that the soda be thoroughly pulverized to admit of a uniform, most economical distribution. The two efficient Soda Grinders, illustrated on this page solve this problem most satisfactorily and they are welcomed by hundreds of farmers who have been seeking a practical method of pulverizing Nitrate of Soda.

Both machines are built upon the same grinding principle. The same efficient, thorough pulverizing is done by both, and both are designed to crush soda in the most practical, time-saving and economical way. Both are easy to handle, the only material difference being the size.

Coker's Soda Grinder No. 2

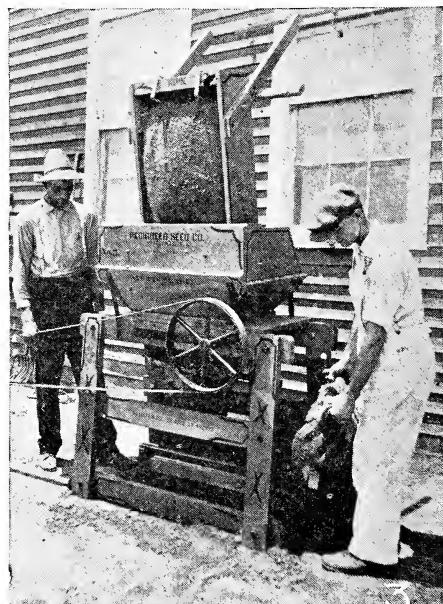
A very simple, hand power durable machine, easily fed with one hand while propelled by the other. A second operator can be used to advantage in shoveling the pulverized soda into sacks as it passes through the machine. In both the No. 2 and the No. 3 Grinders a cast metal screen prevents soda leaving the grinding chamber until thoroughly pulverized, which feature insures the crushing of soda into small particles. The No. 2 is a handy, light machine and can be easily carried from place to place or loaded into open truck or wagon and hauled to the field for immediate service. Can be equipped with power pulley if desired at slight extra cost. Capacity 6 to 8 tons per day.



No. 2

Saves Time
Saves Trouble
Saves Money
Crushes
Uniformly
Rapid
Efficient
Durable
Substantial
Pays for Itself
in Short While

No. 3



Patented Burrs in grind box are so constructed as to Positively Eliminate Choking, Clogging, and Sticking.

PRICES: Coker's Soda Grinder No. 2, \$28.50 each; Coker's Soda Grinder No. 3, \$65.00 each, f.o.b. Hartsville, S.C.



Coker's Single Row Distributors

The three illustrations on this page, made from actual photographs of Coker's Single Row Fertilizer Distributors tell the story of these efficient Distributors more in detail than it is possible for us to write in the limited space allotted. Look them over carefully, select the Distributors best suited to your requirements and send us your order.

These Distributors are neat in appearance and strongly built—constructed entirely of metal except the handles. Wheels, bearings and covers are of high-grade casting. All frame work is built of steel and hoppers constructed of durable galvanized iron.

Each model is equipped with specially made gray iron covers which cover the fertilizer in a most satisfactory and efficient manner and are so shaped as not to require any holding up of the handles even when the hopper is filled to capacity. When the covers wear out they can be as easily changed as a plow point and at small cost.

Coker's Single Row Distributor No. 51.—This machine delivers fertilizers to the ground by a vibrating shoe—a construction well known to users of commercial fertilizers. It will render efficient service in all sections where the soil is not too rocky or hilly. A metal plate control regulates distribution from 150 to 800 pounds per acre. The metal hopper holds 50 to 60 pounds of fertilizer.

PRICE:—\$6.80 Each f.o.b. Hartsville, S. C.

Coker's Single Row Distributor No. 52.—The material is forced through two regulated openings in bottom of hopper to the ground by specially designed force feed propeller blades which effect an even flow of fertilizer. This distributor is not driven by either chain belt or spur gears but a specially constructed guaranteed positive drive which entirely eliminates all spur gear and chain belt troubles. Easily adjusted control regulates distribution from 100 to 1000 pounds per acre. Metal hopper holds 65 to 75 pounds of fertilizer.

PRICE:—\$10.00 Each f.o.b. Hartsville, S. C.

Coker's Single Row Distributor No. 53.—A specially designed taper propeller feed forces the fertilizer through rear end opening which feature because of the special construction enables this machine to distribute all grades of commercial fertilizers evenly. The feed is regulated by the readily adjusted speed of the taper propeller. This distributor is also equipped with our special guaranteed positive drive which overcomes all troubles caused by breaking of chain belts or spur gears. Handy shut off saves fertilizer while turning end of rows. This machine distributes from 400 to 1500 pounds of fertilizer per acre. Metal hopper holds from 75 to 100 pounds of fertilizer.

PRICE:—\$14.00 Each f.o.b. Hartsville, S. C.



Coker's Single Row Distributor No. 51



Coker's Single Row Distributor No. 52



Coker's Single Row Distributor No. 53



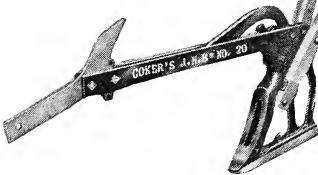
Better the Seed

Coker's Plow Stocks

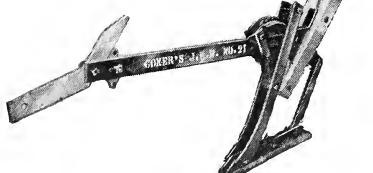
The accompanying illustrations represent a very complete aggregation of dependable plow stock models. It will be easy for you to select one or more which will best suit your soil conditions and requirements. Each of the plows is exceptionally strong and durably constructed in every detail. The steel beams on each model are constructed of high-grade material and guaranteed not to bend or break in reasonable service. Any such beam returned to us will be replaced free of charge.

Each plow is equipped with a specially designed curved depth clevis with which all depth regulations are easily made. This valuable feature enables each model to be set to plow as shallow or as deep as desired. Any desired depth is quickly obtained by an easily adjusted lock nut which controls the depth clevis. This feature also eliminates heavy down pulling on the horse's back which makes the changing of back-band unnecessary.

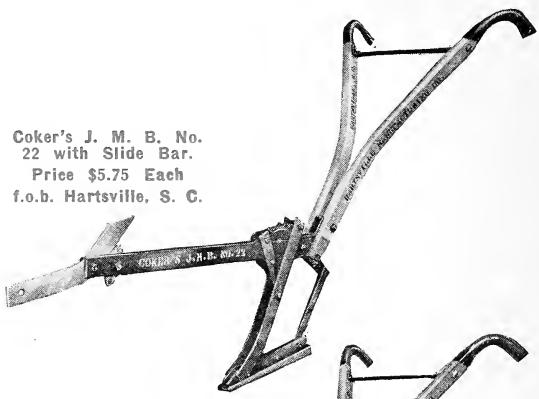
Coker's J. M. B. No.
20 with Slide Bar.
Price \$6.00 Each
f.o.b. Hartsville, S. C.



Coker's J. M. B. No.
21 with Slide Bar.
Price \$5.75 Each
f.o.b. Hartsville, S. C.



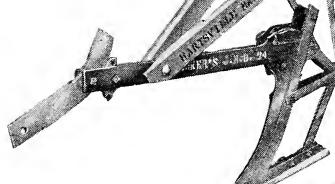
Coker's J. M. B. No.
22 with Slide Bar.
Price \$5.75 Each
f.o.b. Hartsville, S. C.



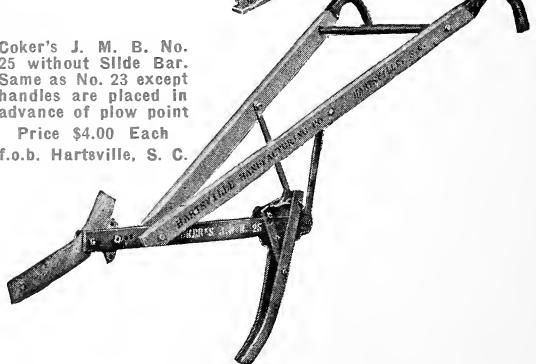
Coker's J. M. B. No.
23 without Slide Bar.
Price \$4.00 Each
f.o.b. Hartsville, S. C.



Coker's J. M. B. No.
24 with Slide Bar.
Same as No. 22 except
handles are placed in
advance of plow point.
Price \$5.75 Each
f.o.b. Hartsville, S. C.



Coker's J. M. B. No.
25 without Slide Bar.
Same as No. 23 except
handles are placed in
advance of plow point.
Price \$4.00 Each
f.o.b. Hartsville, S. C.



SPECIAL NOTICE

PLEASE READ CAREFULLY



SMALL GRAIN SEED

The eastern grain producing sections had very wet weather during the harvest period last spring and a large proportion of the grain rotted in the shock. We succeeded in saving only a small proportion of our acreage of pedigreed oats and rye in condition to make high grade seed grain. Our splendid Redhart Wheat was nearly all ruined and we are reserving the small amount of good seed of this variety for our own plantings. We have already nearly sold out of our small stocks of Pedigreed Abruzzi Rye. We are fortunate in having a few thousand bushels of our very best Pedigreed Fulghum Oats and urge our customers to let their orders for this seed come forward at once. You cannot afford to buy cheap seed which may not germinate or which are mixed for this will not only injure your yield but will injure your chance of selling your crop for seed purposes.

COTTON SEED

The situation in cotton seed is similar to that in small grains. Daily rains from September 13th to September 27th injured the germination of a large percentage of the crop of cotton seed and have curtailed our supply of high germination stock. We expect therefore that our supplies will be exhausted much earlier than usual and counsel our customers to place their orders promptly. It is probable that we will not issue this season our regular spring catalogue but our customers have in this pamphlet a detailed description of each strain and variety of cotton which we are offering and we earnestly request them to read these descriptions carefully and order promptly.

We have a reasonable supply of cotton seed with staple of full 1 3-16" to 1 3-8" and this is fortunate, for, staple premiums on the longer lengths are rapidly returning to the old time profitable basis. That high authority on cotton, "The Textile World," in its October 25th issue quotes sales from factors' tables in Memphis on October 18th as follows:

| Short | Staple | cotton | 22½c basis |
|---------|--------|--------|--------------|
| S. M. 1 | 1-8" | " | 25½c to 26½c |
| S. M. 1 | 3-16" | " | 27c to 28c |
| S. M. 1 | 1-4" | " | 29½c to 30½c |

It is well known that 1 5-16" to 1 3-8" cottons are practically unobtainable this year and we presume these lengths are not quoted in Memphis because of their scarcity. Premiums on the longer lengths widened about one cent between October 11th and 18th and we expect 1 1-4" and 1 3-8" cotton to bring very much higher premiums before the end of the season. The rapidly widening premium on 1 1-4" and longer confirms our prediction of last year and justifies the advice we gave our customers to plant the longer varieties. We especially recommend our three strains of Deltatype as very long, very productive and very profitable cottons. They are this year averaging as much or more seed cotton per acre than short staples and are bringing the farmers of this section very handsome premiums over short cotton.

Don't throw aside this catalogue but read it carefully and let us have your order at once.

Good seed of productive staples of the longest lengths will be unobtainable later on.

COKER'S PEDIGREED SEED CO.

Hartsville, S. C., October 30th, 1924.



Coker's Special "Clipper" Seed Cleaner and Grader

A Prime Factor in Economical, Efficient Farming

Hundreds of thousands of dollars have been lost to Southern farmers by the planting of small, undeveloped, shriveled, defective, injured, rotted and non-productive seed as well as chaff and trash. The average seed usually used contains an astonishingly large percent-

age of waste. To invest acreage of good land, fertilizer and effort trying to make dead seed and trash grow is ridiculous, and yet a nice margin of profit is quite frequently lost to the planter through lack of care in cleaning and grading his seed. Common seeds frequently runs 25% to 50% unproductive.

COKER'S SPECIAL "CLIPPER" SEED CLEANERS

Removes all light, immature seed and all trash and foreign matter—by double screens and vertical air blast method. The most effective seed grader on the market. **Does effective work with all Southern seeds, including Wheat, Oats, Rye, Barley, Cotton, Cow**

Peas, Sorghum, Soy Beans, Burr Clover, Kaf-fir Corn, Vetch, Milo Maize, Alfalfa, Millet, Rape, Crimson Clover, Onion Seed, etc. All "Coker's Special Clippers" are fitted with a **special assortment of Twelve Screens**. Write for special bulletin on Clipper Seed Cleaners.

Simple in Construction

No Extras

Easy to Operate

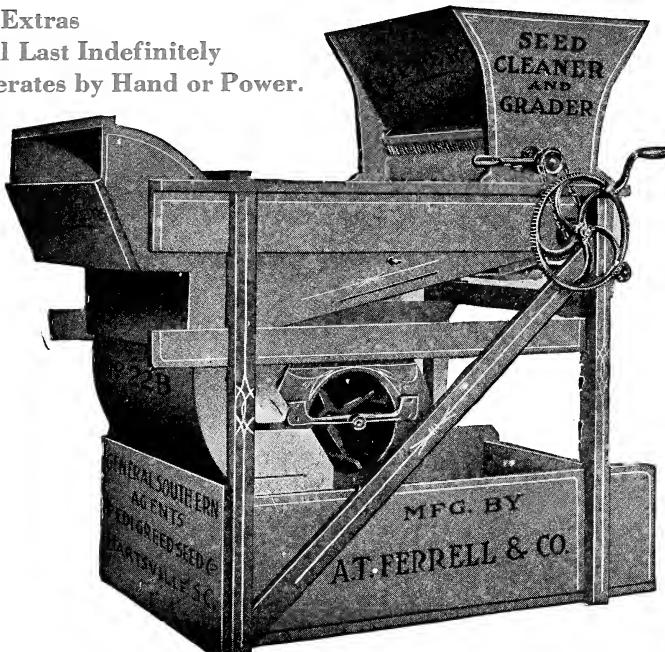
Will Last Indefinitely

No Complicated Parts

Operates by Hand or Power.

Clean and Grade Your Seed

This fall is a good time to consider buying a Seed Cleaner and Grader. When you sit down and figure the **profit in increased yields** from planting seed graded on a Clipper Seed Cleaner, you will find that at the outside, it will take only one year for this machine to pay for itself on a TWO-HORSE farm. **Can you afford not to make an investment that will yield a hundred percent, and more every year?** We sell them on thirty days' trial, with money refunded if unsatisfactory.



Coker's Improved No. 22-B Clipper Cleaner is especially designed to clean and grade cotton seed as well as all general seeds. All three models are equipped with 12 screens. The No. 22-B and 2-B machines are furnished with both hand crank and power pulley while the 1-B is equipped with only hand crank.

| | | |
|------------------|--|---------|
| PRICES: | Coker's Improved No. 22-B Clipper Cleaner..... | \$57.00 |
| f.o.b | Coker's Special No. 2-B Clipper Cleaner..... | 48.50 |
| Hartsville, S.C. | Coker's Special No. 1-B Clipper Cleaner..... | 40.00 |

Business Terms

LOCATION—General Office and Seed Breeding Farms located at Hartsville, Darlington County, South Carolina, on the Atlantic Coast Line and Seaboard Air Line Railways.

VISITORS INVITED—We welcome visitors who are interested in the work we are doing, and, if notified in time, will meet them at the station on arrival. Many visit us each year—many from distant states and foreign countries.

PRICES—Our prices are cash with order. If remittance is not sent with order, it means a delay until we can write and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to bill of lading. We make no special prices or reductions. We believe our seeds are worth what we charge for them, to one the same as another.

REMITTANCE may be made by personal check, bank check, money order, cash or stamps. We are not responsible for your remittance or order until it reaches us.

TEN PER CENT. DEPOSIT—On all cotton seed orders booked prior to December 1st for spring shipment we require a ten per cent. deposit of the total amount of the order to be made on or before December 1st. On orders placed after December 1st, for later shipment, a ten per cent. deposit is required with order. Customers who have established their responsibility may place their orders for immediate shipment with sight draft attached to bill of lading.

METHOD OF SHIPPING—Small shipments to a distance are usually cheapest by Express or Parcel Post. If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges and we will send cheapest way and return to you any balance after paying charges. Large shipments are always cheapest by freight.

PREPAY STATION—If your station is a prepay freight station, the amount of freight charges must be added to your remittance. Shipments to prepay stations cannot be made order notify.

OUR RESPONSIBILITY—Our seed are all carefully tested for germination and purity before they are sent out. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and purity of that partic-

ular lot of seed. (See also paragraph under the caption, "Our Claims"). However, under no circumstances will we be responsible for the germination of seed after they have been planted as there are many reasons for imperfect germination of planted seeds other than their vitality, and, in no case do we give any warranty, expressed or implied, as to descriptions, quality or productivity of our seed. If customer does not accept seed under these conditions they are to be returned at once.

YOUR RESPONSIBILITY—Examine your seed when you receive them and test them in any way you see fit. If, for any reason, they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, at our expense, and we will refund entire purchase price. Customers must accept all responsibility for seed which have been in their possession more than ten days as the vitality of any seed may be lessened or killed after leaving our warehouse by subjection to moisture, heat, brine, chemicals, etc. Read carefully conditions stated under the caption "Our Responsibility."

WHEN THE SEED ARRIVE—Our seed are put up in substantial bags and delivered to the railroad in good order. When seed arrive in bad order, do not accept the shipment or pay the freight until your station agent makes a statement to that effect on your received freight bill. Send this freight bill to us and we will make claim and collect it from the railway company for you.

OUR CLAIMS—We make no claims which our seed do not prove; we give the best quality seed that careful and expert breeding can produce; we exercise a personal care in handling our seeds at every point, recleaning and eliminating all except the strong and vital as far as mechanically possible.

YOUR PROTECTION—Our seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our Registered Trade Mark. Each bag also bears the O. K. tag of our President and is officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O. K. under seal and our Registered "Trade Mark." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

COKER'S PEDIGREAED SEED CO.

David R. Coker, President

HARTSVILLE, S. C.